

## Abstract of the Disclosure

A system and method of the present invention allows a seller of a branded product, such as a diamond seller, to attract both buyers and retailers using a web site on the Internet. Buyers may register with the web site by providing personal identification information including a financial account identifier. Buyers may then receive information on a branded product and order the product online. If the product is ordered, it may be retrieved by the user at an independent or franchised retailer corresponding to the geographic location of the buyer or shipped to the buyer by that retailer. Such local retailers, as well as individual employees of the same, may register with the seller to sell the product. The local retailers may then provide inventory information and receive appropriate orders received through the seller's web site. The local retailers and individual employees may receive compensation from the seller for sales of the product. Local retailers may furthermore be rated based on sales of the product and may receive further compensation based on their rating and/or further criteria. Existing online commerce methods, such as banner advertising, may also be combined with the methods of the present invention.